



THE VIRTUAL PIER

BIRTH OF AN ICON: AN HISTORICAL TIMELINE OF THE SANTA MONICA PIER IN PICTURES



1909: The Municipal Pier, built for sewage discharge, is completed. It is 1,000 feet long.



1916: The Loeff (later Newcomb) Pleasure Pier is constructed alongside the Municipal Pier. In 1921, the Municipal Pier is extended to 1,600 feet and also widened, merging the two piers.



1916: Loeff's Hippodrome carousel building is constructed as part of the original Pleasure Pier. It was designated a national historical landmark in 1984.



1934: The Breakwater is constructed, but due to poor engineering, it has sunk below water level. The pier has not had a viable boat harbor since the 1960s.

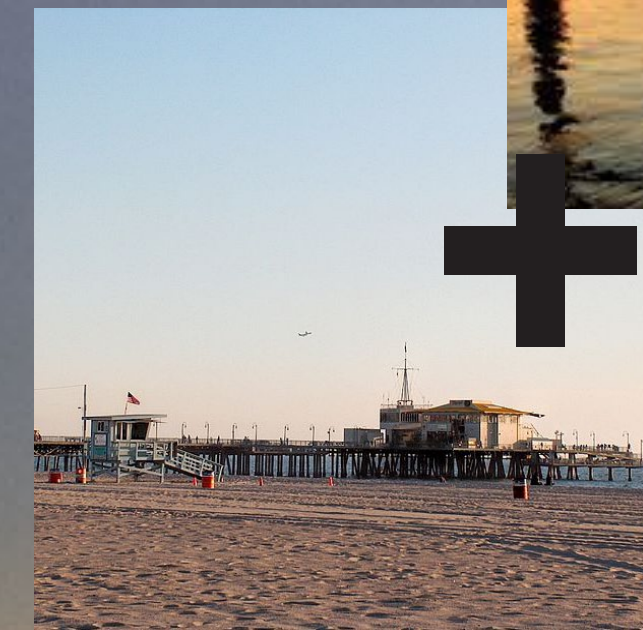


1940: The iconic neon sign still stands as an instantly recognizable feature, despite its false advertising.



1996: After years of degeneration, the pier was finally rebuilt following a destructive 1983 storm. Newly built is Pacific Park, an amusement park with rollercoaster and illuminated ferris wheel.

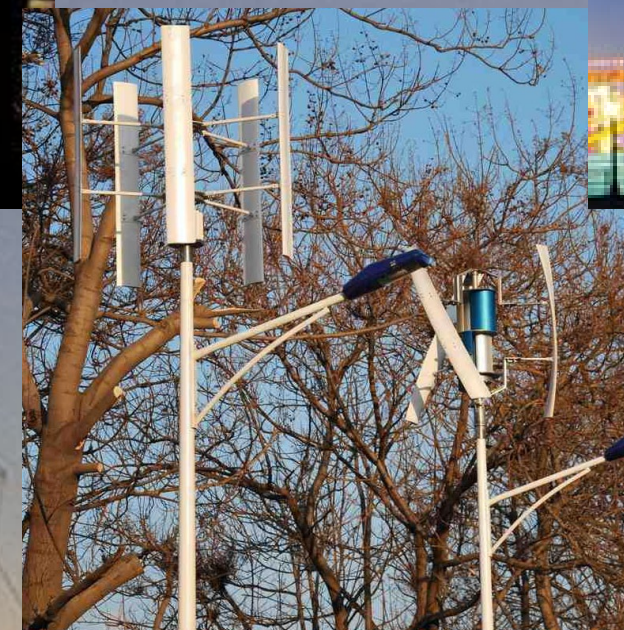
A CENTURY
OF HISTORY



PIER
VERNACULAR

+

WIND
ENERGY



+

LIGHT

2016: THE VIRTUAL PIER IS A FULL EXPRESSION OF THE PLEASURE PIER, EXTENDING THE LENGTH OF THE MUNICIPAL PIER AND INTEGRATING BOTH HISTORICAL PIERS INTO ONE UNIFIED CONCEPT A CENTURY LATER. THE VIRTUAL PIER IS BOTH A LIGHT SHOW AND A TIDAL INDICATOR, UTILIZING ILLUMINATED 'PILES' THAT MIMIC THE ACTUAL PIER PILE SPACING. THESE DYNAMIC COLUMNS—FABRICATED FROM DURABLE, UV-RESISTANT ACRYLIC—INCORPORATE LED LIGHTS THAT UNDULATE WITH ENVIRONMENTAL INFLUENCES. THEY ARE AT ONCE BEAUTIFUL, FUNCTIONAL AND EDUCATIONAL. POWERED BY NANO VERTICAL-AXIS WIND TURBINE (VAWT) ENERGY AND CONTROLLED BY SMART DIGITAL MULTIPLEX (DMX) TECHNOLOGY, THE VIRTUAL PIER IS ENVIRONMENTALLY SENSITIVE AND SUSTAINABLY DESIGNED.

